



KSHB-TV

ORDER

Print Date 08/03/12 Page 1 of 2

Flight Dates **08/01/12-08/07/12**

Contract / Revision **306330 /**
Original Date / Revision
 08/03/12 08/03/12
Advertiser **Nixon / Democrat / Governor**

Agency **Campaign Group**
Buying Contact

1600 Locust Street
Philadelphia, PA 19103

Product
Jay Nixon for Governor
Agency Com 15%
Billing Contact
1600 Locust Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	17	\$19,677.50	\$23,150.00	0.00	07/30/12	08/07/12	17	\$19,677.50	\$23,150.00
Totals	17	\$19,677.50	\$23,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
1	KSHB	08/01/12	08/07/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/01/12	08/07/12	MTWTF--		1				\$750.00		0.00			
2	KSHB	08/01/12	08/07/12	Today Show Today Show	CM	7-9a	MTWTF--	1:00	1	\$1,750.00	FX	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/01/12	08/07/12	MTWTF--		1				\$1,750.00		0.00			
3	KSHB	08/01/12	08/07/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/01/12	08/07/12	MTWTF--		1				\$750.00		0.00			

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	KSHB	08/05/12	08/05/12	NBC Action News at 5p Su NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$600.00	FX	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/01/12	08/07/12	-----S		1				\$600.00		0.00			
E 5	KSHB	08/01/12	08/07/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	1:00	2	\$2,600.00	P-1	0.00	NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/01/12	08/07/12	MTWTF--		2				\$2,600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KSHB	08/01/12-08/07/12	M-F 630-7p		630-7p		MTWThF----	1:00	(\$2,600.00)		0.00	NM		
		See MG 5.3													
	3	KSHB	08/06/12-08/06/12	Oly Zone		630-7pm		M-----	1:00	\$2,600.00		0.00	NM		
		Ⓜ MG for 5.2 08/07													
6	KSHB	08/01/12	08/07/12	OLY M-F 6a-9a Olympic Weekday Morning	CM	6a-9a	MTWTF--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/01/12	08/07/12	MTWTF--		1				\$500.00		0.00			
7	KSHB	08/01/12	08/07/12	Oly Late Fringe Olympic Late Fringe	CM	1135p-1235xm	MTWTF--	:30	1	\$1,300.00	FX	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/01/12	08/07/12	MTWTF--		1				\$1,300.00		0.00			
8	KSHB	08/01/12	08/07/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	5	\$1,700.00	FX	0.00	NM	5	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/01/12	08/07/12	MTWTF--		5				\$1,700.00		0.00			
E 9	KSHB	08/01/12	08/07/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	2	\$1,300.00	FX	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/01/12	08/07/12	MTWTF--		2				\$1,300.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSHB	08/01/12-08/07/12	M-F 630-7p		630-7p		MTWThF----	:30	(\$1,300.00)		0.00	NM		
		See MG 9.3,9.4													
	2	KSHB	08/01/12-08/07/12	M-F 630-7p		630-7p		MTWThF----	:30	(\$1,300.00)		0.00	NM		
		See MG 9.3,9.4													
	3	KSHB	08/06/12-08/07/12	Oly Zone		630-7pm		MT-----	:30	\$1,300.00		0.00	NM		
		Ⓜ MG for 9.2,9.1													
	4	KSHB	08/06/12-08/07/12	Oly Zone		630-7pm		MT-----	:30	\$1,30					